RJ Reynolds Tobacco Company

COMPLETED

5000 Cox Road, Suite 160
Glen Allen, VA 23060

FAX TRANSMISSION COVER SHEET

DATE:	3/19/98
COMPANY:	R.J. Reynolds (1610)
TO:	Judy Campbell FAX # 1-716-634-3145
FROM:	KARA GAYLE, RJ REYNOLDS TOBACCO FAX # 804-346-9705 PHONE # 804-346-3213
INSTRUCTIONS:	Please tweak accounts in your sales level for promotion #800925. Thank you for your help.
PAGES TO FOLLOW:	6 PAGES

"We Work for Smokers"

51861 1222

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

WORKPLAN PROMOTION WORKSHEET

PAGE: 9
DATE: 98-03-10
TIME: 02:57 PM

PROMOTION : 800926 CAM MAY B2G SPECIAL PRICE (.85
DRIVE PERIOD: 80500
SALES LEVEL : 2944XX
SELECTION : SPECIFIC CHAIN ID(S)

ERR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	WKLY CTN VOL	VAP	SEG
52202	968699	MOBIL OIL #08	LIVERPOOL	NY	0975-0108	1	1.00	2	1			110	Y CN		
52602	463432	MOBIL OIL #08	ROCHESTER	NY	0975-0108	1	1.00	1	1			139	CN		
52602	475005	MOBIL OIL #08	ROCHESTER	NY	0975-0108	1	1.00	1	1			128	Y CN		
52603	752017	MOBIL OIL #08	CHEEKTOWAGA	NY	0975-0108	1	1.00	1	1			136	Y CN		
52604	537819	MOBIL OIL #08	WEBSTER	NY	0975-0108	2	1.75	2	1			246	CN		
PAGE BRBAK TOTAL ACCOUNTS			5 TOTAL QUANTITY			6	5.75	6	5			759			

→ Accounts Outside Sales Level.

51861 1223

MOTION : 980925 CAM MAY R2G SPECIAL PRICE (.85
IVE PERIOD: 80500
LES LEVEL : 2944XX
LECTION : SPECIFIC CHAIN ID(S)

RR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	WKLY CTN VOL	VAP	SEG
.2206	204878	MOBIL OIL #01	EXETER	NH	0975-0101	1	1.00	1	1			167		CN	
.2206	304550	MOBIL OIL #01	EPPING	NH	0975-0101	1	1.00	1	1			122		CN	
.2208	378283	MOBIL OIL #01	SOMERSWORTH	NH	0975-0101	1	1.00	2	1			82		CN	
:2608	545416	MOBIL OIL #01	BILLERICA	MA	0975-0101	1	1.00	1	1			116	Y	CN	
:2608	756263	MOBIL OIL #01	CONCORD	MA	0975-0101	1	1.17	1	1			138	Y	CN	
:2609	756264	MOBIL OIL #01	FRAMINGHAM	MA	0975-0101	1	1.10	1	1			195	Y	CN	
12609	807498	MOBIL OIL #01	WELLESLEY	MA	0975-0101	2	2.17	2	2			192	Y	CN	
:2610	573433	MOBIL OIL #01	ASHLAND	MA	0975-0101	1	1.00	1	1			152	Y	CN	
:2801	112836	MOBIL OIL #01	SOUTH KINGS	RI	0975-0101	2	1.59	2	1			161	Y	CN	
12801	756696	MOBIL OIL #01	NARRAGANSET	RI	0975-0101	3	3.59	2	2			261	Y	CN	
12803	112657	MOBIL OIL #01	WEST WARWIC	RI	0975-0101	1	1.00	1	1			180	Y	CN	
12810	177770	MOBIL OIL #01	STURBRIDGE	MA	0975-0101	1	1.00	1	1			80	Y	CN	
13007	442502	MOBIL OIL #01	RAYNHAM	MA	0975-0101	1	1.00	1	1			136	Y	CN	
13007	742522	MOBIL OIL #01	BRIDGEWATER	MA	0975-0101	1	1.00	1	1			106		CN	
.13007	742523	MOBIL OIL #01	BRIDGEWATER	MA	0975-0101	1	1.00	1	1			116		CN	
13007	928601	MOBIL OIL #01	EASTON	MA	0975-0101	1	1.00	1	1			253	Y	CN	
.13008	530298	MOBIL OIL #01	BRAINTREE	MA	0975-0101	1	1.00	1	1			163	Y	CN	
:63804	505497	MOBIL OIL #01	HUDSON	NH	0975-0101	1	1.28	2	1			201		CN	
.63805	342330	MOBIL OIL #01	DERRY	NH	0975-0101	1	1.24	1	1			218		CN	
163806	204916	MOBIL OIL #01	CONCORD	NH	0975-0101	1	1.11	1	1			196	Y	CN	

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 24 24.26 24 22 3,335

→ Accounts Outside Sales Level.

51861 1224

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

SPENSIMX WORKPLAN PROMOTION WORKSHEET PAGE: 25
DATE: 98-03-10
TIME: 02:57 PM

PROMOTION : 800925 CAM MAY B2G SPECIAL PRICE (.85
ACTIVE PERIOD: 80500
SALES LEVEL : 2944XX
SELECTION : SPECIFIC CHAIN ID(S)

ERR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN ADJ DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	WKLY CTN VOL	VAR	SEG
22111	739592	ON THE RUN #1	NANUET	NY	0975-0217	1	1.00	1	1			281	Y CN		
22304	690387	ON THE RUN #1	HAUPPAUGE	NY	0975-0217	1	1.00	1	1			135	Y CN		
22503	774196	ON THE RUN #1	BROOKLYN	NY	0975-0217	1	1.00	1	1			123	Y CN		
33005	769417	ON THE RUN #1	CHESTER	NY	0975-0217	1	1.00	1	1			229	CN		
62307	661133	ON THE RUN #1	HIGHLAND	NY	0975-0217	1	1.00	1	1			268	Y CN		
62308	669449	ON THE RUN #1	FISHKILL	NY	0975-0217	1	1.14	1	1			267	Y CN		
62309	661912	ON THE RUN #1	PATTERSON	NY	0975-0217	1	1.39	1	1			326	Y CN		
PAGE BREAK TOTAL ACCOUNTS		7 TOTAL QUANTITY				7	7.53	7	7			1,599			

51861 1225

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

PROMOTION : 800925 CAM MAY B2G SPECIAL PRICE (.66
DRIVE PERIOD: 80500
SALES LEVEL : 2944XX
SELECTION : SPECIFIC CHAIN ID($)

ERR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN $KUS	PLAN ADJ $KUS	PLAN SUG $KUS	PLAN SUG DN $KUS	PLAN FINAL $KUS	TMP $KUS	PLACED $KUS		WKLY CTN VOL	VAP	SEG
22110	797935	MOBIL OIL #17	NYACK	NY	0975-0117	1	1.00	1	1			150		CN		
22201	351203	MOBIL OIL #17	YONKERS	NY	0975-0117	1	1.00	1	1			216	Y	GS		
22204	504184	MOBIL OIL #17	TARRYTOWN	NY	0975-0117	1	1.00	1	1			184	Y	GS		
22206	550578	MOBIL OIL #17	WHITE PLAIN	NY	0975-0117	1	1.00	1	1			273	Y	GS		
22206	626390	MOBIL OIL #17	WHITE PLAIN	NY	0975-0117	1	1.00	1	1			295	Y	GS		
22303	030170	MOBIL OIL #17	SOUTHAMPTON	NY	0975-0117	5	5.00	5	5			139	Y	GS		
22303	909403	MOBIL OIL #17	MANORVILLE	NY	0975-0117	1	1.00	1	1			120	Y	GS		
22308	481050	MOBIL OIL #17	SYOSSET	NY	0975-0117	1	1.00	1	1			242	Y	GS		
22308	508174	MOBIL OIL #17	PLAINVIEW	NY	0975-0117	1	1.00	1	1			235	Y	GS		
22906	685219	MOBIL OIL #17	INWOOD	NY	0975-0117	1	1.00	1	1			98		GS		
62308	527098	MOBIL OIL #17	FISHKILL	NY	0975-0117	1	1.19	1	1			280	Y	GS		

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 16 16.19 16 16 2,229

→ Accounts Outside Sales Level.

51861 1226

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

PROMOTION : 800925 CAM MAY B2G SPECIAL PRICE (.85
DRIVE PERIOD: 80500
SALES LEVEL : 2944XX
SELECTION : SPECIFIC CHAIN ID(S)

ERR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS		WKLY CTN VOL	VAR SEG
12206	579488	SEACOAST MOBI	NEWBURYPORT	MA	1449-0000	1	1.07	1	1			126		GS	
12602	206584	FERNCROFT MOB	DANVERS	MA	1449-0000	1	1.00	1	1			196	Y	GS	
12603	755931	HOLDEN MOBIL	HOLDEN	MA	1449-0000	2	1.64	1	1			182	Y	CN	
12604	330726	RON'S MOBIL	BURLINGTON	MA	1449-0000	1	1.00	1	1			200	Y	GS	
12604	779883	MONTVALE MOBI	STONEHAM	MA	1449-0000	1	1.00	1	1			230	Y	GS	
12610	078845	LOWES SERVICE	NORTHBOROUG	MA	1449-0000	5	5.00	5	5			107	Y	CN	
12610	600106	MAIN ST. MOBI	HOPKINTON	MA	1449-0000	1	1.00	1	1			194	Y	CN	
12801	657862	RICHMOND MOBI	WYOMING	RI	1449-0000	2	1.59	1	1			225	Y	CN	
12804	618537	LORI'S MOBIL	COLCHESTER	CT	1449-0000	1	1.02	1	1			180	Y	CN	
12808	665754	MCCABES MOBIL	RIVERSIDE	RI	1449-0000	1	1.11	1	1			196	Y	CN	
13008	422493	VERC MOBIL ON	COHASSET	MA	1449-0000	1	1.00	1	1			127	Y	CN	
13104	704650	BROAD ST MOBI	MANCHESTER	CT	1449-0000	1	1.00	1	1			207	Y	CN	
13104	705070	HUDLOW'S MOBI	WINDSOR	CT	1449-0000	3	3.14	3	3			188	Y	CN	
13104	760404	ON THE RUN #0	WINDSOR	CT	1449-0000	1	1.00	1	1			178	Y	CN	
13109	594610	BOB'S KING ST	NORTHAMPTON	MA	1449-0000	1	1.08	1	1			109		CN	
22205	760416	ON THE RUN #0	OLD GREENWI	CT	1449-0000	1	1.00	1	1			200		CN	
22208	734035	MILFORD MOBIL	MILFORD	CT	1449-0000	1	1.00	1	1			235	Y	CN	
32201	776469	ON THE RUN #1	OWINGS MILL	MD	1449-0000	1	1.00	1	1			155	Y	CN	
62205	763105	ON THE RUN	SYRACUSE	NY	1449-0000	1	1.00	1	1			184	Y	CN	
62303	790290	ON THE RUN #0	SCOTIA	NY	1449-0000	3	2.85	3	2			400	Y	CN	
62304	314502	KOPYC ENTERPR	ALBANY	NY	1449-0000	1	1.00	1	1			224	Y	CN	
62308	742007	PETE'S RED OA	POUGHKEEPSI	NY	1449-0000	1	1.14	1	1			201	Y	CN	
62308	766944	BUDDY'S SERVI	POUGHKEEPSI	NY	1449-0000	1	1.21	1	1			283	Y	CN	
62309	675694	MO'S MOBIL 17	GARNERVILLE	NY	1449-0000	1	1.23	1	1			144	Y	CN	
62602	546926	MOBIL #610593	BUFFALO	NY	1449-0000	2	2.10	2	2			164		GS	
62602	578837	ELMWOOD MOBIL	BUFFALO	NY	1449-0000	5	4.99	5	4			292	Y	CN	
62602	961467	FRANKS MOBIL	BUFFALO	NY	1449-0000	5	5.00	5	5			271	Y	GS	
62603	744077	MOBIL ON THE	NORTH BOSTO	NY	1449-0000	1	1.00	1	1			160	Y	GS	
62603	745889	REECE MOBIL O	CHEEKTOWAGA	NY	1449-0000	1	1.00	1	1			238	Y	GS	
62604	756564	ON THE RUN #0	ROCHESTER	NY	1449-0000	1	1.00	1	1			120		CN	
63804	670297	ALE MOBIL	FITCHBURG	MA	1449-0000	1	1.43	1	1			201	Y	CN	
63806	633091	QUEEN CITY MO	MANCHESTER	NH	1449-0000	1	1.44	1	1			127	Y	GS	
63806	755993	QUEEN CITY MO	MANCHESTER	NH	1449-0000	1	1.35	1	1			190	Y	CN	
32808	697804	FLAMINGO GAS	FORT LAUDER	FL	1449-0000	1	1.04	1	1			240	Y	CN	
33003	749300	CORAL WAY MOB	MIAMI	FL	1449-0000	1	1.00	1	1			223	Y	GS	
92601	790982	MOBIL ASPEN M	ROCKVILLE	MD	1449-0000	1	1.00	1	1			220	Y	CN	
92603	749785	MILESTONE MOB	GERMANTOWN	MD	1449-0000	1	1.00	1	1			137	Y	GS	
92604	751043	MINNIEVILLE M	WOODBRIDGE	VA	1449-0000	1	1.00	1	1			89		CN	
92604	751056	PARKWAY MOBIL	WOODBRIDGE	VA	1449-0000	1	1.00	1	1			197		GS	
92606	744226	GATEWAY PLAZA	FALLS CHURC	VA	1449-0000	1	1.00	1	1			123		CN	
92606	749724	ON THE RUN #1	ALEXANDRIA	VA	1449-0000	1	1.37	1	1			150	Y	CN	
92606	793186	EDSALL ROAD M	ALEXANDRIA	VA	1449-0000	1	1.00	1	1			264	Y	CN	
82902	600724	ON THE RUN 13	TEMPE	AZ	1449-0000	2	1.63	2	1			130	Y	GS	
82902	750810	ON THE RUN #1	PHOENIX	AZ	1449-0000	3	2.54	3	2			140	Y	GS	
82907	733475	ON THE RUN #1	PEORIA	AZ	1449-0000	1	1.17	1	1			210	Y	GS	
23405	864929	HARLEM FOSTER	HARWOOD HEI	IL	1449-0000	1	1.34	1	1			631	Y	CN	
72802	576891	MOBIL ON THE	ROSEVILLE	MI	1449-0000	1	1.08	1	1			423	Y	CN	
72804	704586	LAKESIDE MOBI	MACOMB	MI	1449-0000	1	1.00	1	1			327	Y	CN	
73004	654156	MOBIL #05GYM	DEARBORN	MI	1449-0000	1	1.00	1	1			142		GS	

PAGE BREAK TOTAL ACCOUNTS 49 TOTAL QUANTITY 71 72.46 71 65 10,004

51861 1227

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

UPENRIMA

WORKPLAN PROMOTION WORKSHEET

PAGE: 21
DATE: 98-03-10
TIME: 02:57 PM

PROMOTION : 800925 CAM MAY B2G SPECIAL PRICE (.85
DRIVE PERIOD: 80500
SALES LEVEL : 2944XX
SELECTION : SPECIFIC CHAIN ID(S)

TERR	ACCOUNT	NAME	CITY	ST	CHAIN-ID	REVISED PLAN SKUS	PLAN ADJ SKUS	PLAN SUG SKUS	PLAN SUG DN SKUS	PLAN FINAL SKUS	TMP SKUS	PLACED SKUS	WKLY CTN VOL	VAP	SEG
162202	299478	ON THE RUN #0	CLAY	NY	0975-0208	1	1.00	1	1			136	Y	CN	
162202	495165	ON THE RUN #0	NORTH SYRAC	NY	0975-0208	1	1.00	1	1			97	Y	CN	
162205	029470	ON THE RUN #0	SYRACUSE	NY	0975-0208	5	5.00	2	5			167	Y	CN	
162303	541146	ON THE RUN #0	ALBANY	NY	0975-0208	1	1.00	1	1			170	Y	CN	
162303	549722	ON THE RUN #0	SCHENECTADY	NY	0975-0208	1	1.00	1	1			188	Y	CN	
162303	566423	ON THE RUN #0	SCHENECTADY	NY	0975-0208	1	1.23	2	1			216	Y	CN	
162304	752014	ON THE RUN #0	LATHAM	NY	0975-0208	1	1.02	2	1			179	Y	CN	
162304	870220	ON THE RUN #0	SARATOGA SP	NY	0975-0208	2	1.70	3	1			199	Y	CN	
162304	903561	ON THE RUN #0	LOUDONVILLE	NY	0975-0208	1	1.00	2	1			156	Y	CN	
162304	974693	ON THE RUN #0	SARATOGA SP	NY	0975-0208	1	1.06	4	1			187	Y	CN	
162601	508960	ON THE RUN 08	TONAWANDA	NY	0975-0208	1	1.07	2	1			188		CN	
162601	665402	ON THE RUN #0	BUFFALO	NY	0975-0208	1	1.00	3	1			150	Y	CN	
162601	738553	ON THE RUN #0	TONAWANDA	NY	0975-0208	1	1.00	1	1			156	Y	CN	
162602	469735	ON THE RUN #0	ROCHESTER	NY	0975-0208	1	1.05	2	1			246	Y	CN	
162602	504240	ON THE RUN #0	WILLIAMSVIL	NY	0975-0208	1	1.00	2	1			129	Y	GS	
162602	575703	ON THE RUN #0	WILLIAMSVIL	NY	0975-0208	1	1.30	3	1			183	Y	CN	
162602	965487	ON THE RUN #0	SNYDER	NY	0975-0208	2	1.87	4	1			164	Y	GS	
162603	489805	ON THE RUN #0	LACKAWANNA	NY	0975-0208	1	1.00	1	1			170	Y	CN	
162604	722175	ON THE RUN 08	ROCHESTER	NY	0975-0208	2	1.59	2	1			280	Y	CN	

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 26 25.89 26 23 3,361

51861 1228

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

May CAMEL $.85 Off 2 Packs
Promotion #800925, #543785 Display/POS Kit

51861 1229

	Region	Display/POS Kit #543785 SKUs	Offers	CAMEL Light Box Cases	CAMEL Light Cases	CAMEL Filter Box Cases	CAMEL Filter Cases	Total Cases
1100	Boston	4,350	130,500	290	145	290	145	870
1200	New York Metro	4,230	126,900	282	141	282	141	846
1300	Philadelphia	3,330	99,900	222	111	222	111	666
1600	Buffalo	7,050	211,500	470	235	470	235	1,410
1700	Pittsburgh	10,450	313,500	698	347	698	347	2,090
1800	Cincinnati	13,050	391,500	870	435	870	435	2,610
	Total NESA	**42,460**	**1,273,800**	**2,832**	**1,414**	**2,832**	**1,414**	**8,492**
2100	Winston-Salem	8,250	247,500	550	275	550	275	1,650
2200	Atlanta	6,840	205,200	456	228	456	228	1,368
2300	Florida	9,330	279,900	622	311	622	311	1,866
2600	Dallas	6,330	189,900	422	211	422	211	1,266
2900	Richmond	5,730	171,900	382	191	382	191	1,146
	Total SSA	**36,480**	**1,094,400**	**2,432**	**1,216**	**2,432**	**1,216**	**7,296**
5100	N. California	10,530	315,900	702	351	702	351	2,106
5400	S. California	6,030	180,900	402	201	402	201	1,206
5600	Seattle	13,650	409,500	910	455	910	455	2,730
5800	Houston	9,540	286,200	636	318	636	318	1,908
	Total WSA	**39,750**	**1,192,500**	**2,650**	**1,325**	**2,650**	**1,325**	**7,950**
6200	Chicago	7,950	238,500	530	265	530	265	1,590
6300	Minneapolis	9,360	280,800	624	312	624	312	1,872
6600	Denver	12,030	360,900	802	401	802	401	2,406
6700	Detroit	6,630	198,900	442	221	442	221	1,326
6900	St. Louis	5,340	160,200	356	178	356	178	1,068
	Total MWSA	**41,310**	**1,239,300**	**2,754**	**1,377**	**2,754**	**1,377**	**8,262**
	GRAND TOTAL	**160,000**	**4,800,000**	**10,668**	**5,332**	**10,668**	**5,332**	**32,000**

NOTES

1) 30 offers per SKU (each carton contains 5 pre-sleeved B2G $.85 Off coupon offers)
2) Region 17xx has an additional 4 cases each of the Box styles due to rounding

sgr019/ccd
3/10/98

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

210 SMS210N4 1 SALES MATERIALS SYSTEM 04/10/98 08:27
Item: 543785 Finished Good ITEM MAINTENANCE FN: ___
Description of Item: Action(C,D,R,' '): _ Next Item: _____
S CAM MAY B2G .85/2PK DISP/POS KIT Status: A Item Type: F
L Active Item: Y
Prime Whse: W150 Refurb #: 0
Multi Whse: N Corres #: 0
Std Note Code NV Cycle Count: 00
Sku Reserved:
Sku Available: 36465
Asset Code: TJ Asset Prom No: 0 Sku in Process: 0
Exp Code: TJ Exp Prom No: 800925020301 Sku Backordered:
Brand Code: 4600 CAMEL Budget Code: 4600 Number BO:
Repackable: N Sku Pkg: BOX Sku on Hand: 84715
Ups Flag: Y Po Pkg: 1.000 Future Not Rsvd:
United Inch: 51.75 UPC: Sku Alloc Avail: 63061
Sku Weight: 1.0560 Sku/Mast Pk: 1.000
Sku Cube: 0.6719 Master Pk: N (Y/N) Avg Sku Cost: 2.6832
Invntry Mgr: WGJBX MARGARET MCKINNY
Allocated: Y Sku/Mast Pk Per Pallet: 0 $ Onhand: 227307.2880
Program Mgt: Category: 023 460 361 POS KITS C LE: 0.0000
Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
HELP Cmnt Retrn Pl/Cs Inv Main

51861 1230

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000

Workplan Logistics

Program Contact: Kevin DeLury, #3466

I. Selling/Execution Detail

Month: May

Promotion: CAMEL .85 Off 2 Packs

Promotion #: 800925

Item #: 543785

Segment: Partner Pack Outlets

SKU Quantity: 30

* Placement/MSA Reporting: CAM MAY .85/2 PK

Discount Code for Stores Not Accepting Coupons: CAM .85/2PK P.RED

Reporting Dates: 5/4/98 - 7/17/98

Discount Code for Stores not Accepting Coupons: CAM .85/2PK P.RED

Promotion Details: 1) Promotion Description: B2G 85¢ off instant coupon. Brand offers 10 CAMEL Lights Box, 10 CAMEL Filter Box, 5 CAMEL Lights, 5 CAMEL Filter. Promotion celebrates CAMEL's 85th anniversary with 85¢ off.
2) Materials Description: Product pre-sleeved in Winston-Salem shipped in white cartons. Coupon will be a perforated side card on 2-pack sleeve. Product will have "special offer" tear tape.
3) Recommended Displays: Included in SKU
4) Special Instructions: If retailer does not accept coupons, Field has option of paying at store level as special price reduction. Use CAM .85/2PK P.RED for reporting/payment purpose. **IMPORTANT:** Coupons paid for at store level must be collected and destroyed by RJR Rep.

Pricing Details:
- Invoice Description: CAMEL May $.85/2PK
- Pricing: Regular list price
- Terms: Standard 3.25% .5% EFT product. 1.4% EFT
- Additional Allowance: N/A

Promotional Packaging UPC: 12300-23860

Product UPC: 25371-CAMEL Filter, 25372-CAMEL Filter Box, 25373-CAMEL Lights, 25374-CAMEL Lights Box

Coupon UPC: 5-12300-12185

VAP Payment Per 6M Case: 1) Pack Only
2) Pack and Ship-$4.75 per promoted 6M case (.95 per SKU of 30 offers) $7.00 per promoted 6M case ($1.40 per SKU of 30 offers)

II. Promotion Timing

Allocations Available: 3/9/98

Model Available: 3/9/98

Allocation Adjustments to Model: 3/9 - 3/20/98

Templates Available: 3/23/98

Valued-Added Transfer Deadline: 3/27/98

First Order Date: 3/30/98

First Delivery Date to Direct Accounts: 4/20/98

VAP/Delivery Date to Retail Accounts: 5/18/98

Last Delivery Date to Direct Accounts: 5/29/98

Roll Remaining Allocations to National/Clean-Up: 6/1 - 6/5/98

51861 1231

Source: https://www.industrydocuments.ucsf.edu/docs/qrcn0000